Hike in Advertisement and Telecast Fees of Doordarshan

291. SHRI KRISHAN LAL SHARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have announced a steep hike in advertisement rate and telecast fees of Doordarshan;

(b) whether it is also a fact this hike is likely to effect the quality and duration of a serial and also to render some of them economically unviable; and

(c) if so, the reaction of the producers and advertisers on this decision?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) As part of its on going activity to rationalise its rate card, keeping in view the emerging market trends, Doordarshan has revised its rate structure of commercial advertisement w.e.f. 1-4-1995 enhancing thereby rates in certain categories. Some representations against the revision of rate card have been received and the Government has taken note of the same.

अखबारी कागज का आयात और आपूर्ति

292. **श्री ईश दत्त यादव :**
श्री आस मोहम्मद :

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या यह सच है कि सरकार अखबारी कागज का आयात करती है ;

(ख) यदि हां, तो ऐसे आयात का प्रयोजन क्या है ;

(ग) उन छोटे और मझोले दर्जे के समाचार पत्रों की संख्या कितनी है जिन्हें गत तीन वर्षों के दौरान अखबारी कागज की आपूर्ति की गई है और यह आपूर्ति किन नियमों के अन्तर्गत की गई है;

(घ) क्या सरकार ने इन नियमों के अनुपालन को सुनिश्चित करने के लिए अपनी ओर से कोई कार्रवाई की है; और

(ङ) यदि हां, तो ऐसी कार्रवाई के क्या परिणाम रहे है ?

सूचना और प्रसारण मंत्रालय के राज्यमंत्री (श्री के० पी० सिंह देव) : (क) से (ङ) 1-4-92 से अखबारी कागज के आयात के विसरणीकरण के पश्चात् सरकार अब अखबारी कागज का आयात नहीं करती दिनांक 30-3-94 की अखबारी कागज आयात नीति से संबंधित वाणिज्य मंत्रालय की सार्वजनिक सूचना सं० 201 (पी०एन०) 92-93 की शर्तों के अंतर्गत भारत के समाचारपत्रों के पंजीयक के कार्यालय द्वारा हकदारी प्रमाण पत्र के आधार पर समाचारपत्रों/पत्रिकाओं को अनुसूचित स्वदेशी मिलों से अखबारी कागज के आयात खरीद की अनुमति दी जाती है। स्वदेशी उत्पादन में कमी को पूरा करने के लिए आयात की अनुमति दी जाती है।

समाचारपत्रों के बड़े, मझोले तथा लघु श्रेणियों में वर्गीकरण पर ध्यान न देते हुए उनकी वार्षिक अखबारी कागज हकदारी के आधार पर भारत के समाचारपत्रों के पंजीयक के कार्यालय द्वारा समाचारपत्रों को हकदारी प्रमाणपत्र जारी किए जाते हैं। अतः उन लघु तथा मझोले समाचारपत्रों जिनको हकदारी प्रमाणपत्र जारी किए जाते हैं, की संख्या का हिसाब नहीं रखा जाता।

Advertisement Revenue of Doordarshan

293. SHRI GUNDAPPA KORWAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the amount of revenue earned by Doordarshan through telecast of advertisements during the current year, so far.

(b) the criteria adopted for charging fees for the telecast of advertisements;

(c) the advertising companies and the advertisements through which maximum revenue has been earned;

(d) whether the serials of half-an-hour duration are being telecast only for twenty minutes or so due to a large number of advertisements.

(e) if so, whether any steps are being taken to telecast such serials for their full duration;

(f) if so, the details thereof; and

(g) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) The gross revenue earned by Doordarshan during the period April 94 to February 95 is Rs. 322.11 crores.

(b) The rates are determined by the viewership profile of various time zones and potential of the market.

(c) Data on product-wise revenue earned by Doordarshan is not maintained separately.

(d) No, Sir.

(e) to (g) Do not arise.

Reconstruction of Press Council of India

294. SHRI KRISHNA KUMAR BIRLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether proposal for the reconstitution of the Press Council of India has been pending with Government;

(b) if so, the reasons therefor;

(c) whether Government are facing hinderances in the reconstitution of the PCI;

(d) if so, the details thereof; and

(e) what are the objectives of the PCI?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) No, Sir.

(b) (c) and (d) Do not arise;

(e) As per the Press Council Act, 1978, the objectives of PCI are to preserve the freedom of the Press and to maintain and improve the standards of newspapers and news agencies in India.

Information Super Highway

295. SHRI KRISHNA KUMAR BIRLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to have full fledged "Information Super Highway" in the country on the lines of National Information Infrastructure of the USA;

(b) if so, the salient features of the proposed Super Highway, and

(c) to what extent it is going to help the user of the computer connected with the ISH?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) The Information Super Highway is a multi-disciplinary concept being examined for implementation in the country. It would lead to information dissemination and connectivity of personal computers with other networks to access various sources of information in an interactive manner. The inter-activity envisaged can be utilised for education, improved health care, improved agriculture, efficient trade, commerce and services.

राज्यों में दूरदर्शन नेटवर्क

296. **श्री अजीत जोगी** : क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) 30 जून, 1994 की स्थिति के अनुसार मध्य प्रदेश और अन्य राज्यों